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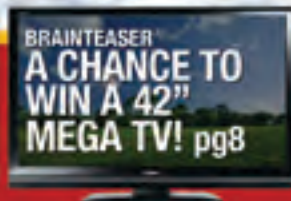
HUB

INSIDER

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...LIKE A SNOWBALL
THAT'S THROWN WITH JUST A LITTLE ICE AROUND IT. **p3**



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I checked my Twitter feed this morning and found a breaking news bulletin from one of my friends in the Midwest. It read: "If you have to drive in Riley County this morning be advised these roads are SLICK! Nothing was put on them. Just took me 8 seconds to stop."

COVER STORY

KEEPING THE CAR ON THE ROAD IN ICY TIMES



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Our friends to the north know far better than those of us here in North Florida that it's beginning to look a lot like winter. Even though I'm here now, I can still remember the icy Midwestern mornings with dad scooping snow and scraping ice so he could get the car out and head off to work. There is just something about the early winter months that make you want to split some wood, light a fire and grab a blanket.

No matter what your feelings are on the weather, December is a month packed full of things to do that keep life so exciting that the whole month goes by like a snowball that's thrown with just a little ice around it (another memory but an altogether different story).

Somewhere amidst all the bustle, it's important to find a spare moment to reflect on the past year and start mapping out a strategy for making 2012 a year of growth, both in our personal lives and in our businesses.

In spite of all the doom and gloom in the news, we had our best year yet. I believe 2012 will be even better.

I know not everyone has had a banner year. Like our twitter friend in Riley County, it's been a challenge for some just to keep the car on the road. To those folks I say, keep a positive attitude and try not to do anything that will hurt your prospects when the ice finally melts, because it's *got* to melt eventually.

Concealed inside challenging economic climates are some of the best opportunities for those who keep their eyes and options open. Historically, these are the times when great companies are born. It's also a time to purge ourselves of inefficiencies and obsolete methods.

Yes, the ice *has* to melt eventually. My wish for all of our great friends and customers is that we can all master the art of driving on ice in 2012 and then it won't matter how long it takes for the ice to melt.

GABRIEL ☺
President

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HUB 3
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LIKE NOTHING ON EARTH

Excerpts taken from *Antarctica* by Kim Stanley Robinson

©1998, Bantam Books

...And so there you are riding in the enclosed cab of a giant transport vehicle, ...ten thousand feet above sea level, in the dark of the long night; and as you sit there looking out the cab windows, the sky gradually lightens to the day's one hour of twilight, shifting in invisible stages from a star-cluttered black pool to a dome of glowing indigo lying close overhead; and in that pure transparent indigo floats the thinnest new moon imaginable, a mere sliver of a crescent, which nevertheless illuminates very clearly the great ocean of ice rolling to the horizon in all directions, the moonlight glittering on the snow, gleaming on the ice, and all of it tinted the same vivid indigo as the sky; everything still and motionless; the clarity of the light unlike anything you've ever seen, like nothing on Earth, and you all alone in it, the only witness, the sole inhabitant of the planet it seems; and the uncanny beauty of the scene rises in you and clamps your chest tight, and your heart breaks then simply because it is squeezed so hard, because the world is so spacious and pure and beautiful, and because moments like this one are so transient—impossible to imagine beforehand, impossible to remember afterward, and never to be returned to, never ever.



Antarctica is the fifth largest of the seven continents.

It is situated over the South Pole almost entirely south of latitude 66°30' south (the Antarctic Circle). It is a very rough circular shape with the long arm of the Antarctic Peninsula stretching towards South America. There are two large indentations, the Ross and Weddell seas and their ice shelves.

The nearest other land masses are South America 600 miles away across the roughest stretch of water in the world - the Drake passage, Australia is 1550 miles away, and South Africa 2500 miles away. The total surface area is about 5.5 million square

miles in summer, approximately twice the size of Australia, half as big again as the USA and fifty times the size of the UK.

In the winter Antarctica doubles in size due to the sea ice that forms around the coasts. The true boundary of Antarctica is not the coastline of the continent itself or the outlying islands, but the Antarctic Convergence.¹

Sources: ¹ www.coolantarctica.com



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HUB 5
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HUB FEATURED EMPLOYEE **DANNY** KAMPMEYER

We are launching a recurring feature starting this month that will profile a different HUB employee every issue.

This month's subject is Danny Kampmeyer, who has been with HUB for nearly a year as a Customer Service Representative.

We don't have a receptionist to answer incoming calls; instead, we have a team of trained professionals like Danny who assist callers by routing them to the correct specialist, taking orders, handling returns or whatever else is called for to show our customers that they are the Boss. If you are calling us with any regularity, chances are very good that you've spoken with Danny at some time or other.

Danny's demeanor can be compared to a Saint Bernard puppy: He can bowl you over with his enthusiasm and sincerity. He clearly enjoys his job here at HUB and he takes great pride in solving customers' problems.

"Working here at HUB is somewhat like a dream job," Danny says. "I enjoy having a job only 5 minutes away from home making it an easy commute back and forth to work. My wife and four kids really appreciate that as well. I have a great support team here and the whole company is like family."

Danny comes to us after a 13 year career as a service manager in the Green Industry. He enjoys spending time with his family when he's not working. With three daughters and one son aged from seven to one, there's never a dull moment at home!



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CHECKING YOUR LIST TWICE

FUN FACTS ABOUT HOLIDAY SHOPPING



1. In 2009, consumers spent on average \$740 on Christmas presents
2. The average holiday shopper will spend \$107.50 on themselves
3. In 2010, approximately 37.2% of Americans began holiday shopping by Halloween
4. On average, five trips to the mall will complete all holiday shopping
5. Research indicates that shopping has a direct effect on the brain's pleasure centers
6. All 364 items in the popular song "The Twelve Days of Christmas" would cost \$96,824 in 2010
7. The busiest shopping day of the year is not Black Friday, but the Saturday before Christmas
8. Researchers have proven that a "50% off" sign leads in increased sales, even if shoppers don't know the original price or what a reasonable price for the product would be

— Source: www.facts.randomhistory.com

Customer Count:

7781

**HUB INDUSTRIAL WELCOMES OUR
28 NEW CUSTOMERS THIS MONTH.**

"If there really is a pole at the North Pole, I bet there's some dead explorer-guy with his tongue stuck to it." —Boo Van Yoris

Quote
of the Month

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RIDDLE ME THIS!

DECEMBER'S BRAINTEASER

THIS MONTH'S RIDDLE

What is the warmest temperature ever recorded in Antarctica?

Send answer to: gabriel@hubindustrial.com

LAST MONTH'S RIDDLE

What is the record speed for the fastest helicopter in the world and what type of helicopter holds that record?

ANSWER: THE SIKORSKY X2 (MANUFACTURED IN WEST PALM BEACH, FL) HAS REACHED SPEEDS OF 287 MPH (GROUND SPEED).

CONGRATS TO OUR WINNERS:

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Pete Gonzalez
Adam Hicks
Bobbi Baldridge
Troy Phillippe



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